

ORDER



Orders
Order / Rev: 186694
Alt Order #:
Product Desc: American Crossroads
Estimate: 1088
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Crossroads Media Group
Buying Contact: Emily Milhoan
Billing Contact:
 66 Canal Center Plaza, Suite 555
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/American Crossroads
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: P3
Revenue Codes: POL, POL-ISSUE, Unassigned

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID: MAJ
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	164	\$205,775.00	\$174,908.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	164	\$205,775.00	\$174,908.75	0.00
Totals	164	\$205,775.00	\$174,908.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/09/12	10/15/12	7News at 5AM 7News at 5AM	CA	5AM-530AM	11111--	:30	5	\$400.00	P3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--		5				\$400.00		0.00			
N 2	KMGH	10/09/12	10/15/12	7News at 530AM 7News at 530AM	CA	530AM-6AM	11111--	:30	5	\$600.00	P2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--		5				\$600.00		0.00			
N 3	KMGH	10/09/12	10/15/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	22222--	:30	10	\$750.00	P3	0.00	NM	10	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	22222--		10				\$750.00		0.00			
N 4	KMGH	10/09/12	10/15/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	22222--	:30	10	\$850.00	P3	0.00	NM	10	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	22222--		10				\$850.00		0.00			
N 5	KMGH	10/09/12	10/15/12	9a-10a / KMGH 9a-10a	CA	9A-10A	22222--	:30	10	\$500.00	P2	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	22222--		10				\$500.00		0.00			
N 6	KMGH	10/09/12	10/15/12	The View THE VIEW	CA	10A-11A	22222--	:30	10	\$1,000.00	P1	0.00	NM	10	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	22222--		10				\$1,000.00		0.00			

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N 7	KMGH	10/09/12	10/15/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	22222--	:30	10	\$800.00	P1	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	22222--					10	\$800.00		0.00			
N 8	KMGH	10/09/12	10/15/12	The CHEW The CHEW	CA	1157A-1P	22222--	:30	10	\$600.00	P1	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	22222--					10	\$600.00		0.00			
N 9	KMGH	10/09/12	10/15/12	General Hospital General Hospital	CA	1P-2P	22222--	:30	10	\$700.00	P1	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	22222--					10	\$700.00		0.00			
N 10	KMGH	10/09/12	10/15/12	M-F 2-3PM Rotator M-F 2-3PM Rotator	CA	2-3pm	22222--	:30	10	\$500.00	P2	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	22222--					10	\$500.00		0.00			
N 11	KMGH	10/09/12	10/15/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm	22222--	:30	10	\$700.00	P2	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	22222--					10	\$700.00		0.00			
N 12	KMGH	10/09/12	10/15/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	22222--	:30	10	\$800.00	P2	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	22222--					10	\$800.00		0.00			
N 13	KMGH	10/09/12	10/15/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	11111--	:30	5	\$1,000.00	P3	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$1,000.00		0.00			
N 14	KMGH	10/09/12	10/15/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	11111--	:30	5	\$3,400.00	P1	0.00	NM	5	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$3,400.00		0.00			
N 15	KMGH	10/09/12	10/15/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	11111--	:30	5	\$3,400.00	P2	0.00	NM	5	\$17,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$3,400.00		0.00			
N 16	KMGH	10/15/12	10/15/12	ABC Mon A Dancing With The Stars	CA	7P-9P	M-----	:30	1	\$14,500.00	P1	0.00	NM	1	\$14,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----					1	\$14,500.00		0.00			
N 17	KMGH	10/15/12	10/15/12	ABC Mon C Mon C	CA	9P-10P	M-----	:30	1	\$10,500.00	P2	0.00	NM	1	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	M-----					1	\$10,500.00		0.00			
N 18	KMGH	10/09/12	10/15/12	Nightline Nightline	CA	1037P-1103P	11111--	:30	5	\$1,400.00	P2	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$1,400.00		0.00			
N 19	KMGH	10/09/12	10/15/12	Jimmy Kimmel Jimmy Kimmel	CA	11:03P-12:07A	11111--	:30	5	\$400.00	P2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$400.00		0.00			
N 20	KMGH	10/09/12	10/15/12	430-5A News M-F/KMGH 7News at 430am	CA	430A-5A	11111--	:30	5	\$75.00	P2	0.00	NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	11111--					5	\$75.00		0.00			
N 21	KMGH	10/09/12	10/09/12	ABC Tue C ABC Tue C	CA	9P-10P	-T-----	:30	1	\$8,000.00	P2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N21	KMGH	10/09/12	10/09/12	ABC Tue C ABC Tue C	CA	9P-10P	-T-----	:30	1	\$8,000.00	P2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-T-----					1	\$8,000.00		0.00			
N22	KMGH	10/10/12	10/10/12	ABC Wed A ABC Wed A	CA	7P-8P	--W----	:30	1	\$5,000.00	P3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--W----					1	\$5,000.00		0.00			
N23	KMGH	10/10/12	10/10/12	ABC Wed C ABC Wed C	CA	9P-10P	--W----	:30	1	\$8,000.00	P2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	--W----					1	\$8,000.00		0.00			
N24	KMGH	10/12/12	10/12/12	ABC Fri A ABC Fri A	CA	7P-8P	----F--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	----F--					1	\$2,500.00		0.00			
N25	KMGH	10/12/12	10/12/12	ABC Fri B ABC Fri B	CA	8P-9P	----F--	:30	1	\$3,000.00	P3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	----F--					1	\$3,000.00		0.00			
N26	KMGH	10/12/12	10/12/12	ABC Fri C ABC Fri C	CA	9P-10P	----F--	:30	1	\$4,000.00	P2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	----F--					1	\$4,000.00		0.00			
N27	KMGH	10/13/12	10/13/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$300.00		0.00			
N28	KMGH	10/13/12	10/13/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$650.00	P2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$650.00		0.00			
N29	KMGH	10/13/12	10/13/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	-----S-	:30	1	\$650.00	P2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$650.00		0.00			
N30	KMGH	10/13/12	10/13/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P	-----S-	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S-					1	\$1,000.00		0.00			
N31	KMGH	10/14/12	10/14/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$300.00		0.00			
N32	KMGH	10/14/12	10/14/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	-----S	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$350.00		0.00			
N33	KMGH	10/14/12	10/14/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$700.00		0.00			
N34	KMGH	10/14/12	10/14/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$850.00	P2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	-----S					1	\$850.00		0.00			
N35	KMGH	10/14/12	10/14/12	ABC Sun A ABC Sun A	CA	6P-7P	-----S	:30	1	\$3,650.00	P2	0.00	NM	1	\$3,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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N35	KMGH	10/14/12	10/14/12	ABC Sun A ABC Sun A	CA	6P-7P	-----S	:30	1	\$3,650.00	P2	0.00	NM	1	\$3,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S		1				\$3,650.00		0.00			
N36	KMGH	10/09/12	10/15/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	11111-1	:30	6	\$2,600.00	P2	0.00	NM	6	\$15,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	11111-1		6				\$2,600.00		0.00			
N37	KMGH	10/14/12	10/14/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p	-----S	:30	1	\$850.00	P2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S		1				\$850.00		0.00			
Totals													164	\$205,775.00	